



# The Home Front: 'Colour has the power to lift our spirits or make us feel miserable'

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Rebecca Keillor

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Installation at Gastown's Inform Interiors. PHOTO BY COURTESY INFORM INTERIORS /PNG

Colour has a profound effect on the way we feel, says Ontario-based colour consultant [Montaha Hidefi](#). Hidefi is vice-president of colour forecasting for the [Colour Marketing Group](#) and studies colour trends in Asia Pacific, Europe, Latin America and North America.

Colour has the power to lift our spirits or make us feel miserable, she says. It's the first thing we see in the morning and the last thing we see before we sleep.

Because of the amount of time everyone has spent at home recently, people are looking to colour more to create more uplifting or relaxing environments, says Hidefi.

There's been an uptick in intense colours like dark blue, teal, green and terracotta orange, contrasted with paler shades to create feelings of depth.

Green is fast becoming a key colour in home interiors, she says, especially in kitchens and bathrooms.

“Not the traditional avocado green from the 70s, but rather modern and refined green inspired by dark tree foliage and gentler, softer vegetation and food ingredients,” she says.

Colours have their own wavelengths that stir up different feelings.



Installation at Gastown's Inform Interiors. PHOTO BY COURTESY OF INFORM INTERIORS /PNG

Reds, oranges, and yellows can make us feel warm and comforted, but, depending on the setting and our mental health, they can have the opposite effect and irritate or make us feel angry and hostile.

Cool colours like green, blue and purple, have more of a calming and soothing effect but can also trigger feelings of sadness, she says.

Purple is a really interesting and complex colour, says Hidefi, because it embodies the warmth of red and the coolness of blue. It is considered uplifting and calming to the mind and nerves and is often linked to encouraging spirituality and creativity by expanding our awareness. Too much purple can promote or aggravate depression in people who are already suffering from mental health issues.

Purple is thought to be a good colour for young children's rooms and teenage girls' rooms, says Hidefi, because it's believed to stimulate creativity and academic ability.

"Due to the fact that it also contributes to physical and spiritual serenity, purple and its different shades can be used in the rooms of hyperactive and highly animated children," she says.

Chad Falkenberg is principal designer at Vancouver design firm [Falken Reynolds](#). A good friend of his once commented that she wanted to live like she was feeling all the colours of the rainbow, he says.

"After a year marked by restrictions, our days feel more like grey-sky deserts than rainbows, so we're all looking for a way to break some of the monotony and spice things up," says Falkenberg.

He and his partner, Kelly Reynolds, have certainly done this with their vividly colourful installation in the window of Gastown's Inform Interiors, created in partnership with lighting company Bocci.

One side of the installation is subdued and restrained to signify what an incredibly tough time it's been for people worldwide, and the other is designed to reflect hope and living life vibrantly again, he says.



“We wanted to create a real feast for the eyes that feels carefree and boisterous, a bit like the party we are all planning in our heads, where we let it all out,” he says.

Bocci’s 28.61 chandeliers are mixed with colourful copper mesh vases from OAO Works and Icelandic Poppies by Nogori Flowers, says Falkenberg.

“It has been so fun to watch people stop to look, snap a photo and smile. Our goal was to brighten the days of people who walk by, and it’s so fun when that happens,” he says.

Ikea is known for its use of colour, and this summer is no exception.

This season, it releases the Solvinden LED outdoor lighting collection, which features rich blues and orange-red tones, along with Saltholmen bistro sets in yellows and coral, says Heena Saini, commercial PR specialist at Ikea.



Ikea is collaborating with British pattern and textile design icon Zandra Rhodes on a new colourful collection for Fall. PHOTO BY COURTESY OF IKEA /PNG

This fall, it introduces a colourful new collection created in collaboration with British pattern and textile design icon Zandra Rhodes, called Karismatisk.

“Notable standouts include the iconic Frakta bag, which represents Zandra’s vibrant and colourful style,” says Saini.

At modern furniture and decor company [Article](#), they've seen a revival of 80s colour trends, such as tropical prints and pastel hues, teals and pinks, says product development manager Nicole Hunt.



70s inspired sofa by Article. PHOTO BY COURTESY OF ARTICLE /PNG

These are often paired with brass accents like table lamps and brightly coloured [curvy sofas](#), she says.

Mid-century design has also evolved over the past few years into a more 70s vibe that features earthy tones and 70s inspired shapes and colours; she says: “Colours like rust orange, mustard yellow and warm earthy greens have seen a rise in popularity this year, and I’m excited to see how it further evolves over time.”

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